



Station Order Revised

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Tuesday, September 04, 2012 to Sunday, September 09, 2012

Estimate ID

11756

Contact: Craig Lewis
Email: clewis@ksl.com

Phone: 801-575-5555
Fax: 801-575-5831
Direct: 801-575-5862

#24671
8/30

KSL -TV

Program Name	DP	Length	Days	Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Sep 04	Sep 05	Sep 06	Sep 07	Sep 08	Sep 09	
KSL 5a News	EM	M-F		\$15.00	1	1	1	1			4
5:00 AM 6:00 AM		30		\$60.00							
KSL 6a News	EM	M-F		\$100.00	1	1	1	1			4
6:00 AM 7:00 AM		30		\$400.00							
Today Show	EM	M-F		\$800.00	1	1	1	1			4
7:00 AM 8:00 AM		30		\$2,400.00							
Sold out at LUR per KSL. Move to L1 to clear.											
Today Show	EM	M-F		\$110.00	1	1	1	1			4
8:00 AM 9:00 AM		30		\$440.00							
Today II	DT	M-F		\$100.00		1					1
9:00 AM 10:00 AM		30		\$100.00							
Rachael Ray	DT	M-F		\$60.00			1				1
10:00 AM 11:00 AM		30		\$60.00							
KSL Noon News	DT	M-F		\$225.00		1		1			2
12:00 PM 1:00 PM		30		\$450.00							
Sold out at LUR per KSL. Move to L1 to clear.											
Dr. Phil	EF	M-F		\$90.00	1	1	1	1			4
4:00 PM 5:00 PM		30		\$360.00							
KSL 6:30p News	EN			\$140.00	1		1				2
6:30 PM 7:00 PM		30		\$280.00							
KSL 5p News	EN	M-F		\$210.00	1	1	1	1			4
5:00 PM 5:30 PM		30		\$840.00							
KSL 6p News	EN	M-F		\$170.00	1		1	1			3
6:00 PM 6:30 PM		30		\$510.00							
Saturday 6p News	EN	Sa		\$100.00					1		1
6:00 PM 6:30 PM		30		\$100.00							

Suzanne Collins

Media Strategies and Research

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Date/Time Sent: 8/30/2012 11:49:05 AM

KSL -TV

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KSL -TV

Program Name	DP	Length	Days	Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Sep 04	Sep 05	Sep 06	Sep 07	Sep 08	Sep 09	
KSL 10p News	LN	M-F		\$900.00	1	1	1	1			4
10:00 PM 10:35 PM		30		\$3,600.00							
Saturday 10p News	LN	Sa		\$550.00					1		1
10:00 PM 10:35 PM		30		\$550.00							
Sunday 10p News	LN	Su		\$650.00						1	1
10:00 PM 10:35 PM		30		\$650.00							
Tonight Show	LF	M-F		\$100.00	1			1			2
10:35 PM 11:37 PM		30		\$200.00							
Station Gross Totals				\$11,000.00	10	9	10	10	2	1	42

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